# GIMBELS—"We Are in Better-Shape This Christmas Than Ever Before!

So said the man yesterday who feels the pulse of the store as no one else can—and who, therefore, is best qualified to speak. Tomorrow will be a severe test of GIMBEL ability to give service—the great next-Saturday-but-one before Christmas.

And Tomorrow Will Find GIMBELS at Its Highest Efficiency

The most beautiful Christmas merchandise we ever gathered is spread out before your eyes not tucked away under the counters—to help you quickly make up your mind just what you want to give. Prices arranged so as to make your Christmas list as little of a burden as possible. And the store so brightly lighted that you can see exactly what you are buying. Broad aisles, plenty of ventilation, 36 passenger elevators to take you from floor to floor.

A far better Store Service, from salespeople to bundle-wrappers. Our Delivery Service, BY MOTOR EX-CLUSIVELY possessed alone by GIMBELS in New York, in PERFECT condition to take your purchases home safely and without delay. \*

A Christmas Service Bureau where your parcels will be wrapped and addressed without charge, and forwarded anywhere you wish. Telephone, Telegraph, Wireless, Theatre Tickets, Interpreters, Red Cross Christmas Seals these are other features of this convenient Bureau, which is gladly at y ir service. All these, and many more, are reasons why

GIMBELS—"The Store of a Million Gifts"

should be YOUR Christmas Store. You will find the EARLY HOURS best for shopping.



Lingerie Blouses, \$2 and \$3

Beautifully embroidered Crepe, others of voile, trimmed with hand-crocheted Irish lace, Valenciennes as Vanity neckbands of velvet, Medici ruches of tulle.

Fur-trimmed Shadow Lace Blouses, \$6.95 A cobwebby quality of lace over fine net; trimmed with double frills of tulle and fur

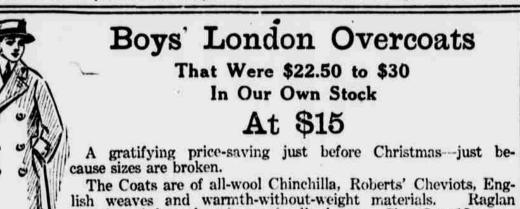
Crepe de Chine Blouses, \$3.95, \$5 and \$6.95.

The gilet-e fect style is illustrated—\$6.95. But there are other charming models at each price—some of those \$3.95 are fur-trimmed. White and colors.

Point d'Esprit and Lace Blouses, \$3.95 and \$5 Those of Point d'Esprit have accordion pleated front and are lined with creamy tulle, while those of lace have foundation of flesh-color net.

Accordion-Plaited Chiffon Blouses, \$8.95 Two-toned elfe ts, for they are of white with rose or another pretty color. As you will see in the illustration, the lored portion gives the effect of a wide banding.

A Christmas Box is presented with every Blouse-without additional charge. Third Floor



lish weaves and warmth-without-weight materials. Raglan models and box shoulders and split sieeves. Sizes 8 to 18 years. Another tip-top value is in the Boys' Chinchilla Overcoats at \$10. Double-breasted models with shawl collar and belted back. Sizes 10 to 18 years.

Three groups of Boys' CHINCHILLA OVERCOATS at \$5, \$8 and \$10. Sizes 5 to 11 years. Fourth Floor

#### Men's Winter Shoes Are Specially Priced at \$3.95 In many shoe stores other than GIMBELS these

Shoes command their full price—\$5 a pair.

Our saving of \$1.05 a pair is accounted for by special "fill-in" orders on which the maker does not exact his tull profit.



The Witching Beauty Warp Print Ribbons

Turns the Ribbon Store into a veritable fantasia of color: exhaling the holiday atmosphere to a marked degree.

Wide Warp Print Ribbons in floral designs of sea green and faint yellow on pearl white background. Another in wood brown and yellow and fascinating combination of violet and leaf green. Many yards of these have escaped their bolts within the last few

days at **35c** a yard.

Delicate pink and blue jacquards for sash and hair bow at 30c and 45c a yard. Myriad narrow Ribbons in

various designs for fancy work at 8c to 55c a yard. · Narrow Holly colored Satin Ribbon for gift binding at 9c Main Floor

## Umbrellas for Every Member Of the Household

The gift which never fails to please. Men's and Women's \$3 Umbrellas at \$2

Close roll silk and union teffeta tape edge. Good-looking handles in carved wood, silver-trimmed; natural wood and gun-metal tep handles.

\$3.75 to \$4.50 Umbrellas at \$3 Each Heavy silk tape edge with a fine assortment of handles. The Women's Umbrellas have long, slender handles engraved; the Men's in silver caps and buck-

horn hooks. Women's finer Umbrellas in heavy silk tape edge, with ivory and silver-trimmed handles; and Men's Umbrellas with buck-horn

hooks, ivory and natural wood handles. Usually \$5 to \$6.50. Now \$3.95 Each

FAIRY-TALE LAND

Calls all the children to GIMBELS. It is a place of Booklore delights. You must bring the children by all means to see

Snow White and the Seven Dwarfs, Hop o' My Thumb, Puss in Boots, Cinderella and Reineke Fox.

> Sizes 34 to 48 in these

Women's \$25 to \$35 Suits At \$17.50

¶ A disposal of about 200 Suits from our Green

¶ Smart styles in broadcloths, diagonal worsteds and serges. Many are attractively trimmed with fur. Third Floor

\$25 Is the Minimum for Such Young Women's Fur-Trimmed Suits



Because—they were made by the best tailor to the Younger Generation; they are copied from a Martial et Armand model, which is con-sidered one of the most refined modes of the season; they are of fine velour de laine, broadcloth, velveteen and Bedford de laine; in navy, brown, taupe, green, Hague, blue and black. Sizes 14, 16 and 18 years.

Boucle, Chinchilla & Fur-Cloth Coats, satin-lined, \$16.50

75 Chiffon Evening Dresses, \$15 \$12.50 Serge Dresses, at \$7.50 Junior Girls' \$20 to \$25 Coats and Suits, at \$15

An Absolute Disposal of Young Girls' \$7.50 to \$15 Winter Coats At \$5, \$7.50 and \$10 \$5 Serge Dresses at \$3.50. Rain Capes and Coats at \$3.75

New Middy Blouses at \$1, \$1.50 and \$2. Washable Dresses in Spring styles, \$1.75 to \$5.75.

### Truly Amazing—Are These Values In Smart Suits and Chinchilla Silk-lined Overcoats For Men and Young Men

At \$12 Sutway Store Subway Store Actually \$20, \$22.50 and \$25 Garments

This extraordinary event involves approximately 1,800 newly made-up Winter Overcoats and Suits for men and young men.

Space will not permit of our giving the details of the purchase-It's the SALE you're most interested in.

They are exactly the kind that we are paying full prices for now-big, warm Chinchilla Overcoats, absolutely all-wool, with shawl collars, quarter silk-lined and patch pockets. And full silk-lined; magnificient variety; all sizes, 33 to 44; browns, grays and mixtures and black.

The SUITS, all hand-tailored, new models and conservative styles, some with patch pockets; sizes 33 to 46; fine range of beautiful browns, checks, and plain effects, in serges, mixtures and black fabrics.

Note That the Overcoats Are SILK-LINED

#### Boys' \$5 and \$6 Overcoats And Suits at \$3.95

Winter Overcoats, Mackinaw Coats and smart Suits-very rare occa

The OVERCOATS for boys of 21% to 10 years; of all-wool strong Chinchilla Polo models, with belt all around, lined with wool. Also Mackinaw Sport Coats in double-breasted Norfolk styles, with shawl collar. Red, blue or tan plaids. Sizes 6 to 17 years. Long School Coats in double or single-breasted models, some ted backs. Sizes 10 to 17 years.

The SUITS are in Norfolk and double-breasted styles, all-wool fabrics and some nice corduroys. Some have two pairs of trousers. Also Russian models for the smaller boys. Full range of sizes from 21, to 17 years.

Subway Store, Balcony



Special Diamonds A Limited Number of Solitaire Diamond Rings At 20 Per Cent. Less Tomorrow—\$20 to \$100 Children's Rings, \$3.50 to \$10



### An International Jewelry and Silverware Shop

Therefore affording selection of

The finest Watches of Switzerland. The purest of Diamonds direct from Amsterdam. Jewelry with precious stones from Paris. Gold jewelry from various parts of Europe and America. The finest of English hand-wrought Silverware. Dutch Silver, Sheffield Plate, and the best of American Plated Ware. And lest, but not least, the collections we shall specialize tomorrow

French Inexpensive Jewelry and Sterling Silver Novelties

La Vallieres, \$1 to \$15. Bar Pins and Broo hes, 50c to \$10.

Sterling Silver Vanity Cases, \$4.50 to Imitation Pearl Necklaces, \$1 to \$50. Amber Necklaces, 50c to \$14.50. Rhinestone Jewelry, 50c to \$15.



With Watch, \$9.50

Special Silverware

100 silver-plated Bread Trays, \$1.50 instead of \$2.

Casserole Dishes at \$3 and \$3.50. Regularly \$4 and \$4.50.

The Bases are nickel silver plated.

Sterling Silver Photograph Frames, 35c to \$25.



Rare, But We Have Several Hundred Fitted-Top Messaline Petticoats at \$3.25

Yes, they possess a name that has become famous, but we refrain from mentioning it because of this much-less-thanusual price, \$3.25. Some of these Petticoats, which are easily adjusted to fit any size of waist, are in the new embroidered style, with scalloped edges.

Adjustable Top Petticoats of Silk Jersey or Peau de Cygne

\$3.25 Second Floor

#### 300 Women's Chinchilla Coats At \$15 to \$22.50 Fur-Trimmed and Otherwise As it is now an established fact



\$17.50. Those with col-

natural raccoon, black or blue wolf, are \$16.50 and \$22.50. Wrap-like Coats of Broadcloth Fur-trimmed, at \$25

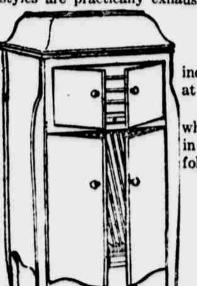
As the broadcloth and satin linings of these Coats are of fine supple qualities, these Coats are the kind that can be closely wrapped around the figure 2nd yet give the effect of being draped. Skunk-opossum edges the fronts, neck and sleeves.

Third Floor

# Your Christmas Victrola

If you ever thought of giving a Victrola as a Christmas, present, THIS IS THE YEAR.

Never has the demand for Victrolas been so great. Supplies of certain styles are practically exhausted. But-



Plenty of EVERY Style Of Victrolas at GIMBELS

including the scarce No. IX. at \$50 and the No. XI. at \$100.

Easy Terms on All

which enable you to have the Victrola sent to your home in time to make Christmas a real day of gladness. As

Victrola IV...... \$15 \$1 Cash, \$1 Weekly Victrola VI..... \$25 \$1 Cash, \$1 Weekly Vietrola VIII...... \$40 \$1 Cash, \$1 Weekly Victrola IX..... \$50 \$1 Cash, \$1 Weekly \$5 Cash, \$5 Monthly Victrola XI......\$100 \$5 Cash, \$5 Monthly Victrola XIV ..... \$150 \$10 Cash, \$10 Monthly Victrola XVI ..... \$200 \$10 Cash, \$10 Monthly

All the new Victor Records, including special gift boxes containing six records of Christmas music at \$5.

Talking Machine Section, Eighth Floor